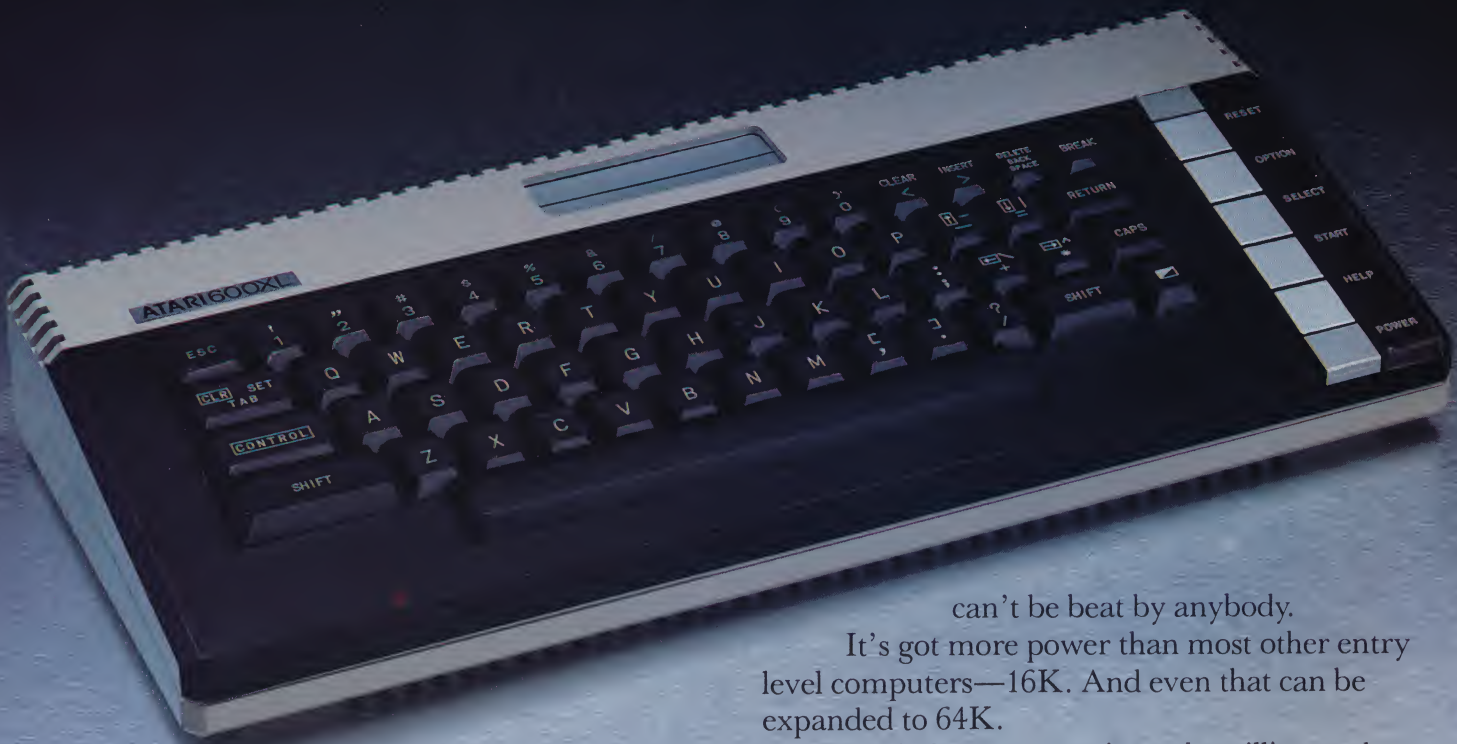


INTRODUCING THE HOME COMPUTERS FOR THE 80's.

**THE ATARI® XL
COMPUTER SYSTEMS.**

The Atari® 600XL™.

The Computer Built To Get America Into The Computer Revolution.



There's a revolution going on out there. Americans are joining it by the millions.

And we're ready with the most powerful arsenal of home computers. The ATARI XL Computer Systems. Systems developed with the philosophy that a home computer must take the most advanced technology and translate it into the most human of terms. And that philosophy is seen in our HELP key, our full stroke keyboard, our built-in ATARI BASIC, line-by-line prompting to make programming easier than ever before, and our on-screen self-diagnostics.

Let's start with the ATARI 600XL, that's the easiest one for most people to start with. Dollar for dollar, feature for feature, the 600XL

can't be beat by anybody.

It's got more power than most other entry level computers—16K. And even that can be expanded to 64K.

And all that memory is ready, willing and able to be used with more software than most other computers offer. At any level.

Hundreds of programs. From education and entertainment, to home management and personal development.

Like every ATARI Computer, the 600XL has 256 colors—240 more than Texas Instruments, IBM's personal computer and the Apple IIe. Four independent voice channels, covering 3 ½ octaves, and fully compatible peripherals.

The new ATARI 600XL Computer. Even in the midst of the computer revolution, it's revolutionary.

The Atari® 800XL™.

The Power Of The Office Computer Comes Home.



64K, enough power to run a small business. But it makes friends very easily.

Because like all the new ATARI Home Computers, it has a HELP key, fully compatible peripherals and visual self-diagnostics—features most computers don't have—no matter how high the price.

Not to mention more colors, better sound, more voice channels and more software. Five times more software than the Commodore 64.

Enter power. The 800XL Computer's 64K memory gives it the power to use the over 2,000 programs available to it. Like AtariWriter,™

VisiCalc®,¹ The Home Filing Manager™ and the ATARI Bookkeeper —programs a lot of offices wish they had.

Not to mention plenty more software to challenge the serious programmer as well as the serious student.

The 800XL even has a feature called the ATARI Expansion System which allows control cards and special peripherals to be connected to the computer.

Thanks to the ATARI 800XL, the power of the office computer has found a new home: the home.

ADVANCE TO ATARI XL HOME COMPUTERS.

The Atari® 1400XL. Built-In Modem, Built-In Speech, Built-In Sales.



Announcing a 64K home computer so sophisticated it has a built-in modem that lets this home computer talk to other computers. So your customers can follow the stock market, someday even go to the supermarket. All via one piece of hardware.

Speaking of markets, there's a big one out there for the ATARI 1400XL™ Home Computer for a lot of other reasons.

The 1400XL Computer even talks to you—that's how friendly it is. Thanks to its built-in speech capability. A feature which runs with the

1400XL Computer's built-in BASIC programming language.

To say nothing of the power to hook into CompuServe². For customers who want to keep up with the Dow Jones (the Dow Jones Averages³ that is). And a lot more.

And you'll be happy to know the same thought that went into this computer goes into every ATARI Computer. It can be seen in everything from its HELP key, to the full-size full-stroke keyboard. In its fully compatible peripherals and fully compatible software. Over 2,000 pieces, including some titles that are being written to include speech synthesis.

The new ATARI 1400XL Home Computer. As you can see, success is also built into it.

The Atari® 1450XLD. With Built-In Disk Drive, It's The Ultimate In Integrated Computer Capabilities.



If you thought the 1400XL Computer was the ultimate in Home Computer technology, meet a computer with all that and more.

It has 64K, built-in modem and built-in speech capability. But as you might have noticed, we call it the 1450XLD™. The D stands for disk drive. Built-in double-sided, dual density disk drive for more storage and faster data transfer speeds.

Now you can offer customers the power to use complex financial programs, work with word processing and a lot more. Like never before. Because all that capability is all in

one piece of hardware. And all in one very affordable price. It even has the ability to hook into CompuServe² via its built-in modem and hook into a whole universe of information.

And like every ATARI Computer, the new 1450XLD features the ATARI Expansion System which allows control cards and special peripherals to be connected to the computer.

The ATARI 1450XLD may very well be the world's most complete home computer.

ADVANCE TO ATARI XL HOME COMPUTERS.

Atari® XL Peripherals. 11 New Find Atari Fully Com

No one makes it easier than Atari to put together the exact components to fit the real needs of the real families you'll be selling to. Advanced printing. Advanced communications. Storage. Controls. You won't run into complications, either, because all ATARI peripherals are compatible with all ATARI Home Computers. (An obvious advantage, but not offered by everyone.) Even the prices make it easy to build any advanced ATARI XL Home Computer into an advanced ATARI XL Home Computer System.

Home printers offer a choice.

The ATARI 1027™ Letter Quality Printer: top-rate results at a great low price—isn't that what most families are looking for? Uses standard paper, even letterhead, in full 80-column width. Results look like a good electric typewriter. For important correspondence, school reports, many family uses.



standard typing or computer paper, 80-column width. Choice of print styles. Ideal for printing out programs, spread sheets for VisiCalc®, bookkeeping records, reports, permanent records of computer work.

The ATARI 1020™ Color Printer: perfect for colorful graphic designs, drawing,

charts, graphs for business or school reports, creative visual programming. Prints 4 colors at a time. Choice of text, with 64 character sizes. Uses 40-column width roll paper.

Advanced telecommunications.

The ATARI 1030™ Direct-Connect Modem: opens up the home to a wide world of knowledge—good reason to buy a home computer in the first place. With built-in ModemLink telecommunications software, it taps directly into the most useful databanks, providing stock prices, news, sports, weather, encyclopedia knowledge, shopping or banking by phone, to exchange information. Not to mention auto dial from keyboard, pulse and tone dialing. And it'll all be available late fall.

Advanced memory and storage capabilities.

The ATARI 1010™ Program Recorder: now any ATARI Home Computer can utilize the excellent software programs which come on cassettes. It's an inexpensive way to keep work for future reference. Each 60-minute cassette stores

The ATARI 1025™ Dot-Matrix Printer: the right choice

where speed counts. Prints 40 characters per second, on full-sized,



Reasons Your Customers Will Compatible With Their Needs.

about 100 Kbytes of information. And features dual channel for sound and data.

The ATARI 1050™ Dual-Density Disk Drive: greatly expands memory and storage capacity. Also allows computer to run software which comes on 5¼" floppy diskettes. Up to 4 disk drives can be connected to an ATARI Home Computer, for lengthier programs such as finances, research for theses or articles, household inventories, cataloguing collections, working out original programs, etc. Fast retrieval—finds any file in a fraction of a second. Each diskette holds up to 88 Kbytes of information or about 70 typewritten pages. Our DOS III which holds 127 Kbytes or 100 typewritten pages will be available this fall.

This fall we'll also have the ATARI Expansion System peripheral to allow control cards and special peripherals to connect to the computer. And an ATARI CP/M** external microprocessor upgrade to allow CP/M software to be used with every ATARI Computer.

Advanced graphics ability and gamesmanship.

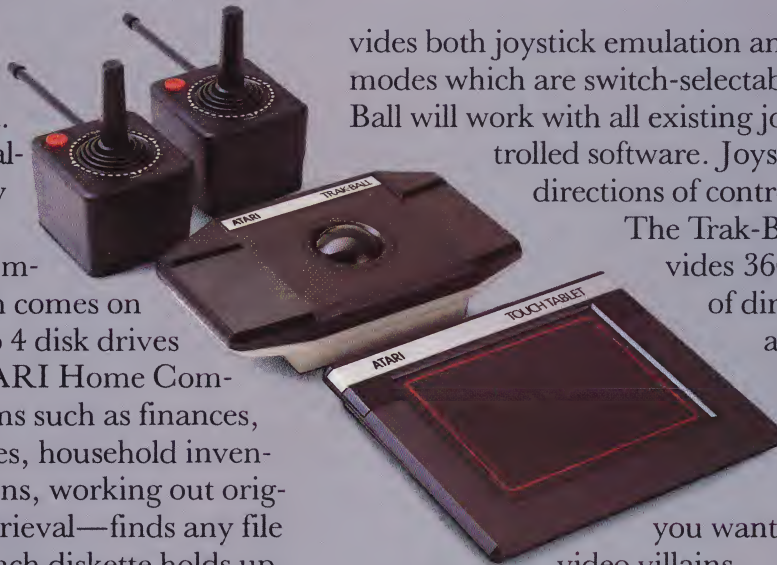
The ATARI Touch Tablet: utilizes all the built-in graphics power of ATARI Home Computers. Use stylus or fingertip to draw right on the tablet, and see the designs come up right on the TV screen. It allows more selective cursor movement, as well as diagramming and drawing. One software title is even included.

The ATARI Trak-Ball™: The Trak-Ball pro-

vides both joystick emulation and true Trak-Ball modes which are switch-selectable. The Trak-Ball will work with all existing joystick controlled software. Joysticks provide 8 directions of control.

The Trak-Ball mode provides 360 degrees of directional control and the ability to vary the cursor speed by spinning it. Great when you want to zero in on video villains.

The ATARI Remote Control Joysticks: Add new freedom to your game-playing action. From anywhere in the room, you can control your spaceship or your blaster. Complete package includes two joysticks/transmitters and a receiver that plugs into your computer's joystick ports.



**CP/M is a trademark of Digital Research, Inc.

ADVANCE TO ATARI XL HOME COMPUTERS.



**We're more than Entertainment.
We're Education, Home Management,
Programming, and Personal Development.**

No one else offers as many programs for home use as Atari. Our new programs offer plenty of reason to use the home computer—for learning, organizing, personal development. If you thought our software introduction last year was big, this year's is 5 times bigger. Now there are over 2,000 programs in all. Fully compatible.

AtariWriter™ (cartridge). Advanced word processing to handle all the family's writing needs. Easy to make instant corrections, move blocks of text, reorganize pages.

Family Finances (diskette). Plan a budget, set goals, evaluate results, keep track of where the money's going. Itemizes over 100 entries in

13 expense categories, each month.

VisiCalc®¹ (diskette). One of the most popular business programs of all times now can be used on ATARI Computers. It helps work with investments, tax records, inventory, business plans. And calculates, showing answers in seconds.

ATARI Logo⁴ (cartridge). Fascinating way for all ages to become more at home with the computer. Uses everyday words and multiple graphics "turtles" to enhance problem-solving, math, geometry, science and language skills.

Disney Learning Games (cassette or diskette). Uses ATARI Computer's superb graphics and sound. Mickey in The Great Outdoors⁵ takes youngsters through learning adventures to sharpen word and arithmetic skills.

Donkey Kong* by Nintendo* (cartridge). Instant hit! Donkey Kong kidnaps Mario's girl,

Atari® Software. If Software Dictates Hardware, Atari Dictates Profits.



dares him to save her.

What's more, on our other programs, families can learn programming, foreign languages, music, typing. Advanced programs, the kind that sell more and more families on ATARI Home Computers, the kind that advance profits.

ADVANCE TO ATARI XL HOME COMPUTERS.

Atari® All-In-One-Paks. Put It All Together

Atari helps close a sale fast, by pre-packaging an ATARI Home Computer, appropriate software and peripherals, helpful hints and extras at a very attractive price.

Of course, with ATARI Computers it's always easy to add on, thanks to full software and peripheral compatibility. And with All-In-One-Paks, Atari helps you get people started quickly and easily.

The Programming System All-In-One-Pak.

A great way to get familiar with the computer. Includes the ATARI 600XL™ Home Computer with built-in ATARI BASIC, our ATARI 1010™ Program Recorder, and An Invitation to Programming™ 1, 2 and 3 cassette programs, with step-by-step instructions, voice prompts and self-tests. Also includes the book, INSIDE ATARI BASIC, plus two learning aids not available separately: a programming exercise book and a sample programs cassette. It's a great way to get into programming.

The Writing System All-In-One-Pak. For students, professionals, all

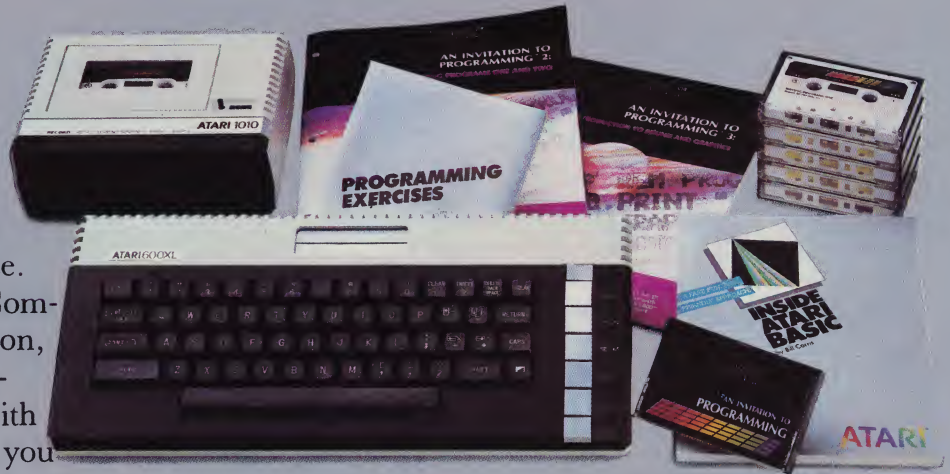
family writing and correspondence—this system is considerably more efficient than a high quality typewriter, and it costs less. It even includes the ATARI 600XL Home Computer, plus our new AtariWriter™ program—an easy-to-learn word processor, our ATARI 1027™ Letter Quality Printer, and quality writing paper. Not to mention a guide to writing.

(To store information, you can recommend adding our program recorder or disk drive, according to customers' needs.)

The Entertainment System All-In-One-Pak.

Games played on a home computer offer improved graphics and sound.

This system also comes with the ATARI 600XL Home Computer, plus two of the top-selling ATARI cartridge games, and two ATARI joystick controllers. Also includes a handy cartridge storage case and a book on how to win at ATARI Home Computer games, which is not available separately.



1 VisiCalc is a registered trademark of VisiCorp.

2. Registered trademark of CompuServe Inc., an H&R Block Company. 3. Registered trademark of Dow Jones & Company, Inc. 4. ATARI® Logo is

developed and manufactured for Atari, Inc. by LOGO Computer Systems, Inc. of Montreal. 5 © MCMLXXXIII Walt Disney Productions. 6

PAC-MAN and characters are trademarks of Bally Midway Mfg. Co., sublicensed to Atari, Inc. by Namco-America, Inc. for North, South and Central

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No One Else Has Ever The Way Atari Has.

For our home computer owners: our convenient, compatible Add-a-Paks. The BASIC Tutor I Add-a-Pak.

It includes An Invitation to Programming™ 2 and 3, two easy-to-use software programs on cassettes to teach you how to program using spoken voice and computer instruction. Includes two workbooks, INSIDE ATARI BASIC, an instruction guide, programming exercise book and sample programs.

The Home Manager™ Add-a-Pak. It's two of our most useful home management programs: Family Finances, to keep track of monthly income and expenses for budget control; and The Home Filing Manager,™ to save important information on "electronic file cards," find it easily by title or key phrases. Requires 32K RAM and disk drive†.

The ATARI Accountant Add-a-Pak. Professional-level bookkeeping and report systems for people who work from home. It's The Bookkeeper program, which generates financial reports including profit and loss statements, balance sheets, accounts receivable, accounts payable, and general ledger. Also ATARI CX85 Numerical Keypad for faster, more accurate data entry; our Keypad Overlay for use with VisiCalc®; Users' Guide and Technical Reference Notes. Requires 48K RAM, 80-column printer.†



The Communicator™ II Add-a-Pak. Ties the home into information, news, stock market quotes and home shopping. Includes the ATARI TeleLink™ II program cartridge and an ATARI 835™ Direct-Connect Modem to connect your home computer via phone lines directly to databank computers. Also complete information on services such as Dow Jones News/Retrieval³ and the CompuServe Information Service².

The Arcade Champ™ Add-a-Pak. Transforms the ATARI Home Computer into an exciting entertainment center for the whole family, even for first-time game players. It's PAC-MAN®, all-time arcade favorite, and one other arcade hit, plus two ATARI joysticks and storage case for holding game cartridges (not available separately).

Atari puts it together for you, to make it easier to sell families exactly what they're looking for.



†Requires separate ATARI BASIC cartridge for the Atari 400™, 800™ and 1200™ Home Computer.

ADVANCE TO ATARI XL HOME COMPUTERS.

ADVANCE TO ATARI HOME COMPUTERS.

This is not the end, it's the beginning. For we at Atari are totally committed. Not simply committed to offering the latest in home computer technology. But to pioneering the way. The ATARI XL Computer Systems. Come with us into the 80's.

For more information write Dept. D22D, P.O. Box 16525, Denver, CO 80216. A Warner Communications Company.